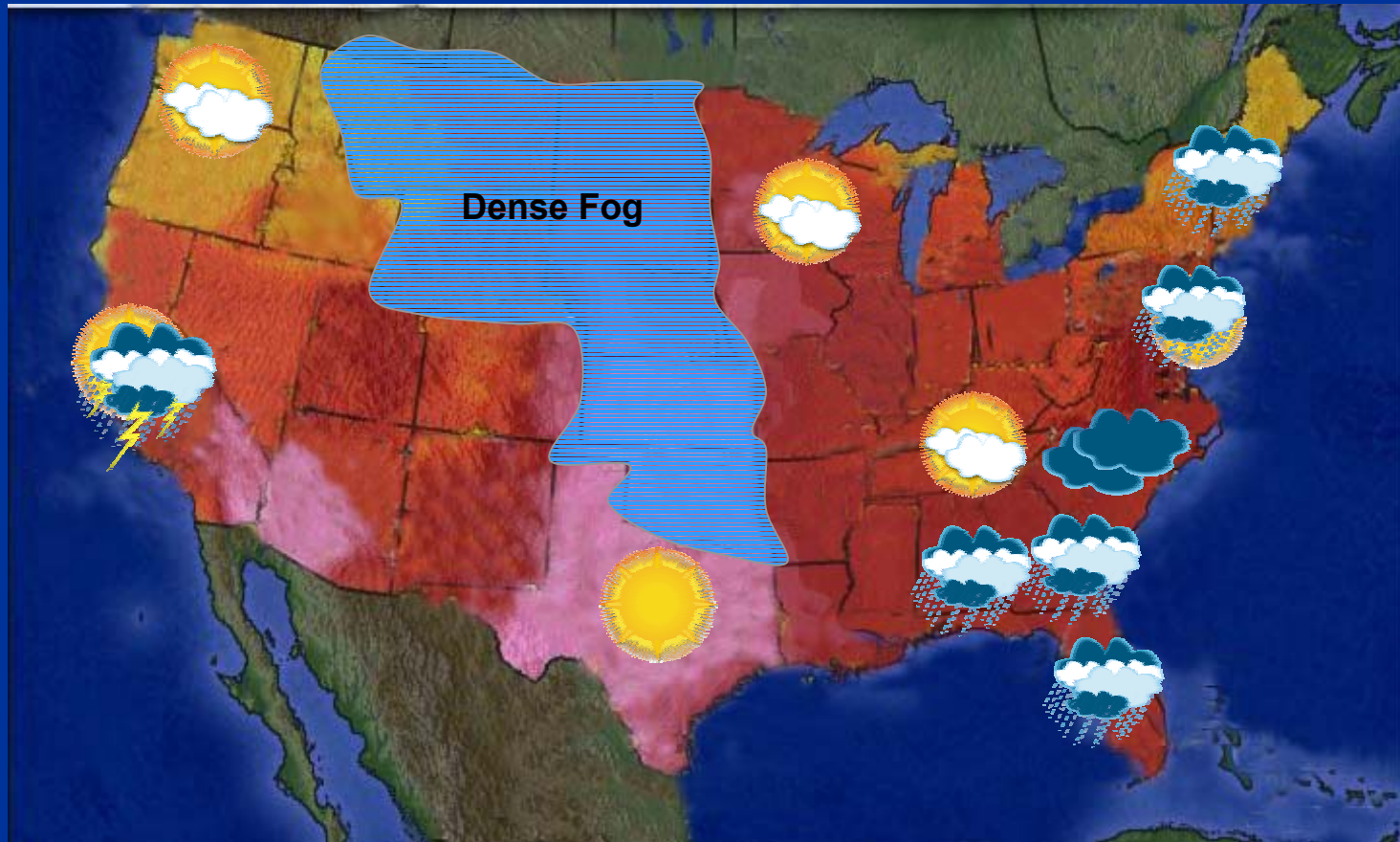




# **Introduction to Regional Green Power Market Reports**

**Blair Swezey**  
**Principal Policy Advisor**  
**National Renewable Energy Laboratory**  
**Golden, Colorado**

# Ed Holt's National Green Power Market Weather Forecast -- (2001 Conference)

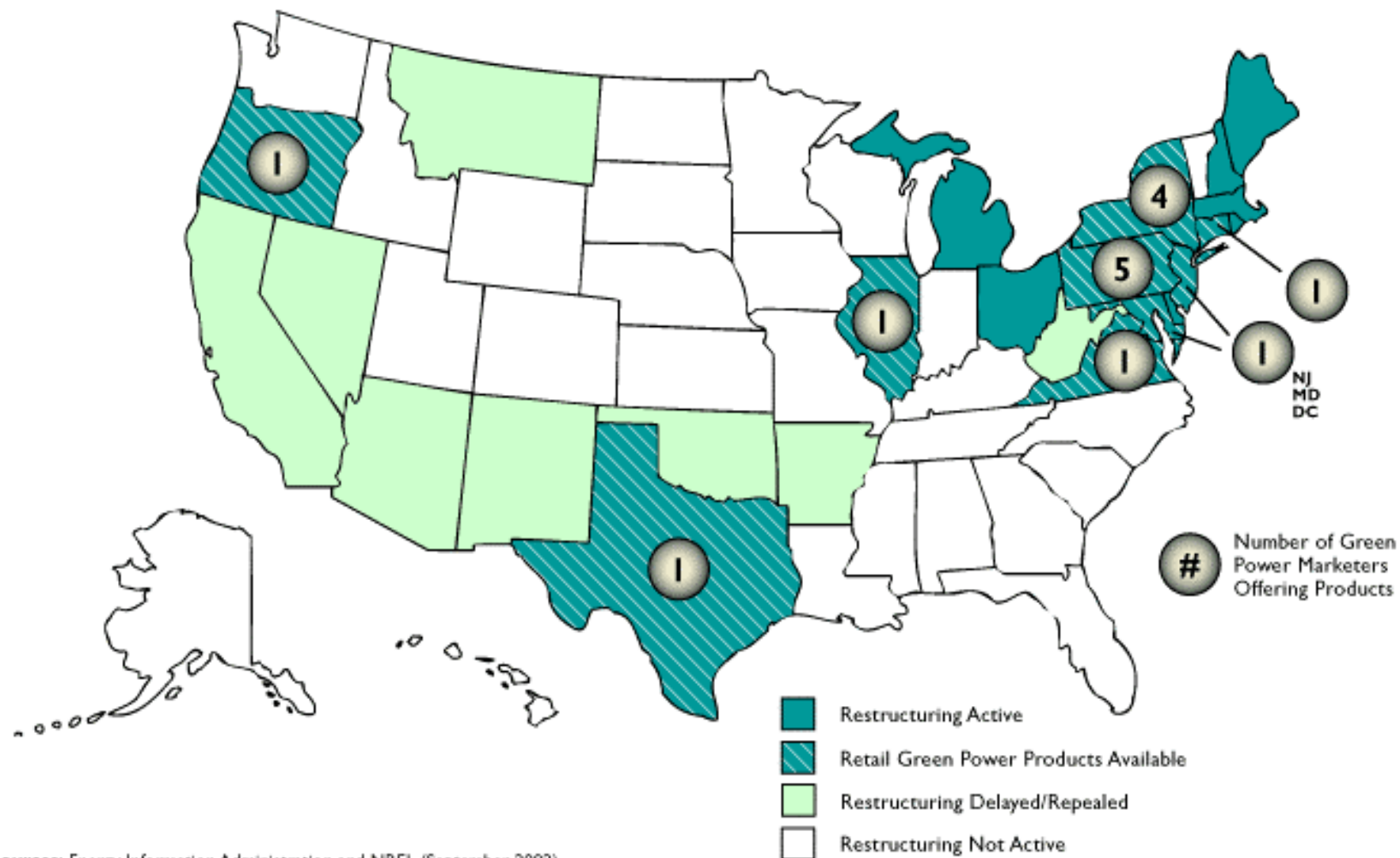


Not based on modeling results

# **Green Power Market Status - 2002**

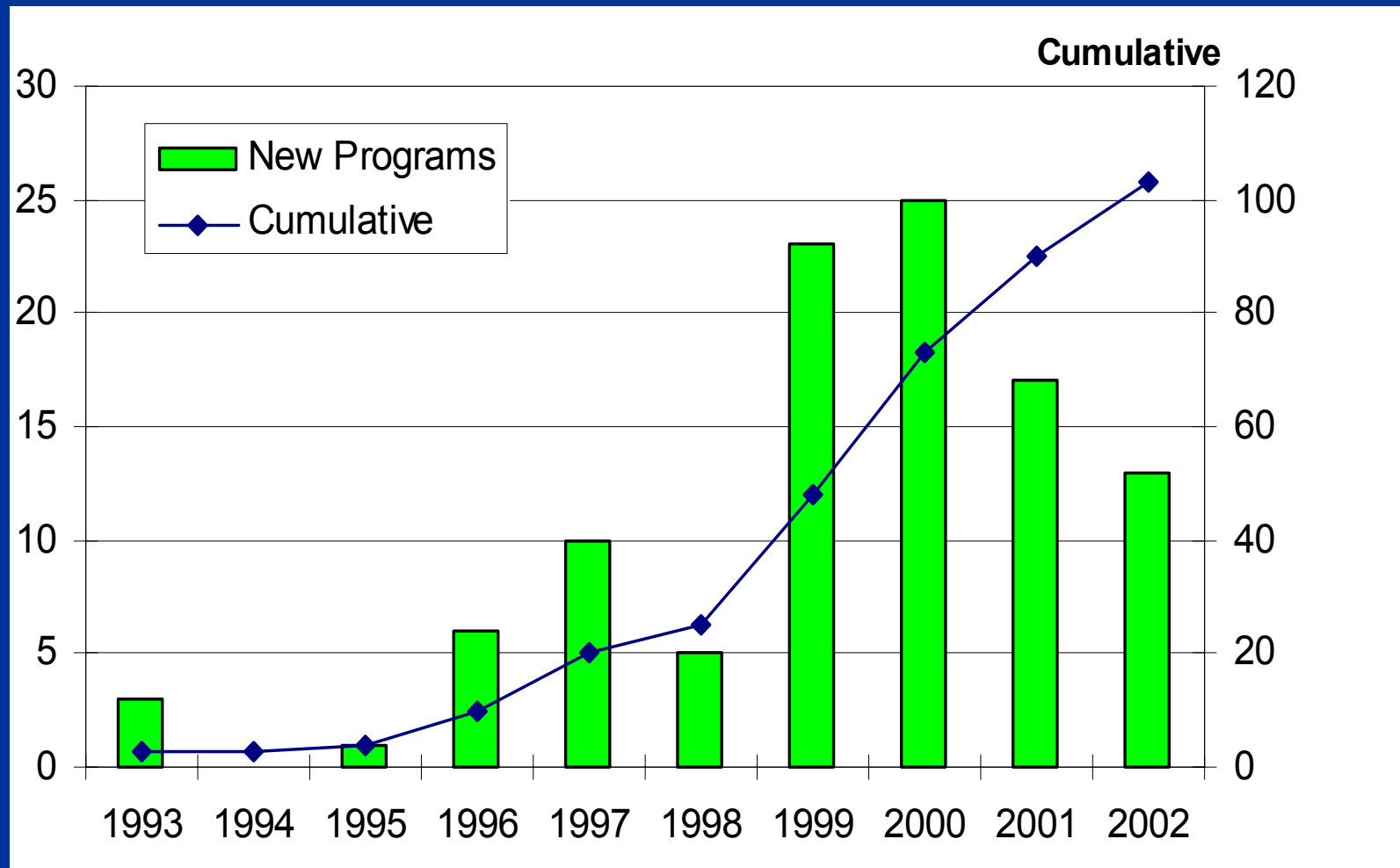
- **Green Power marketing has expanded to 5 new states — IL, MD, NY, TX, VA — and DC.**
- **13 utilities have announced or implemented green pricing programs**
  - **partially driven by state legislative requirements**
- **Nearly 40% of U.S. customers now have access to a green power product from their utility or from a competitive power supplier.**

# Green Power Marketing Activity in Competitive Electricity Markets



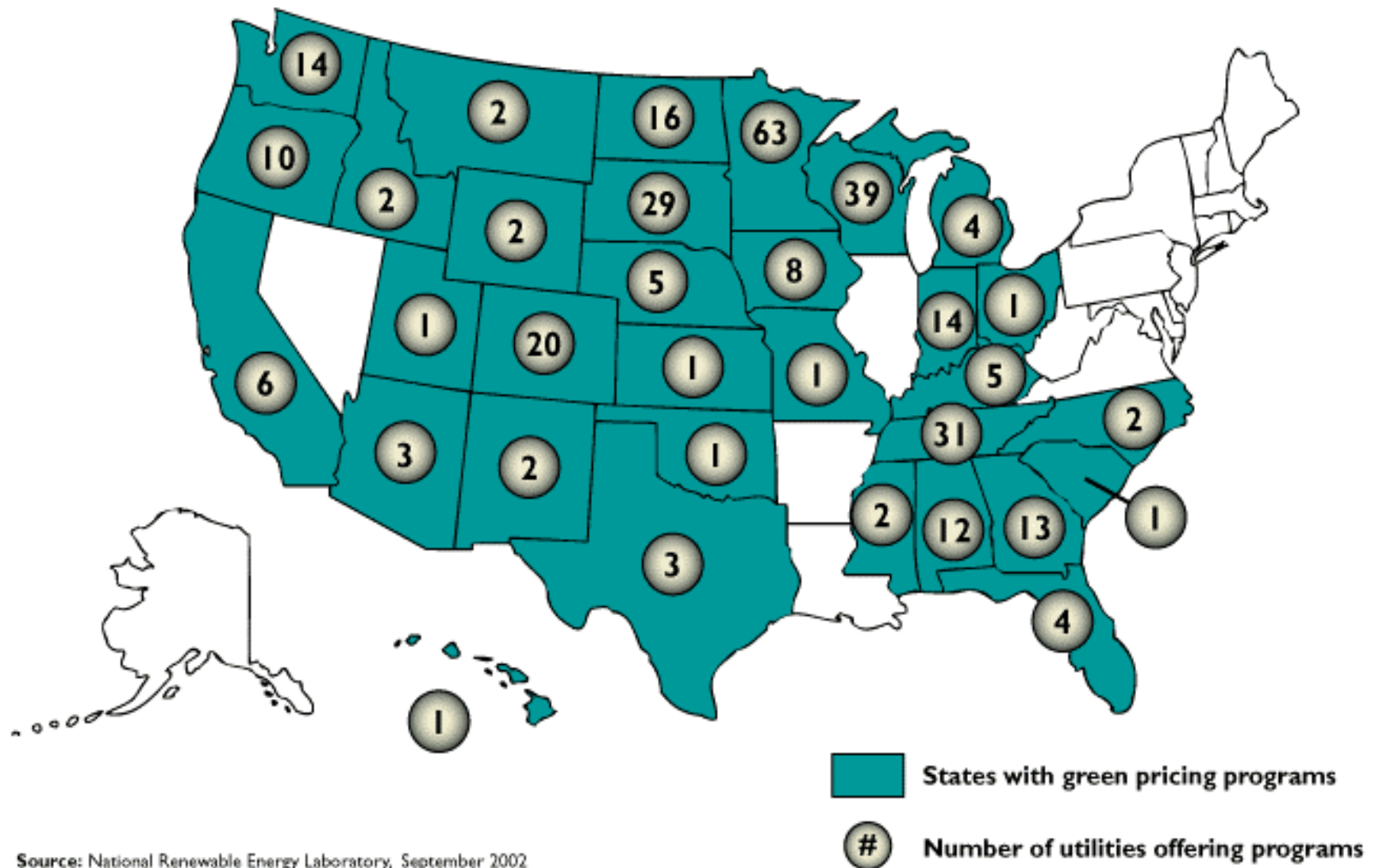
Sources: Energy Information Administration and NREL (September 2002)

# Growth in Utility Green Pricing Programs



As of September 2002

# Utility Green Pricing Activities

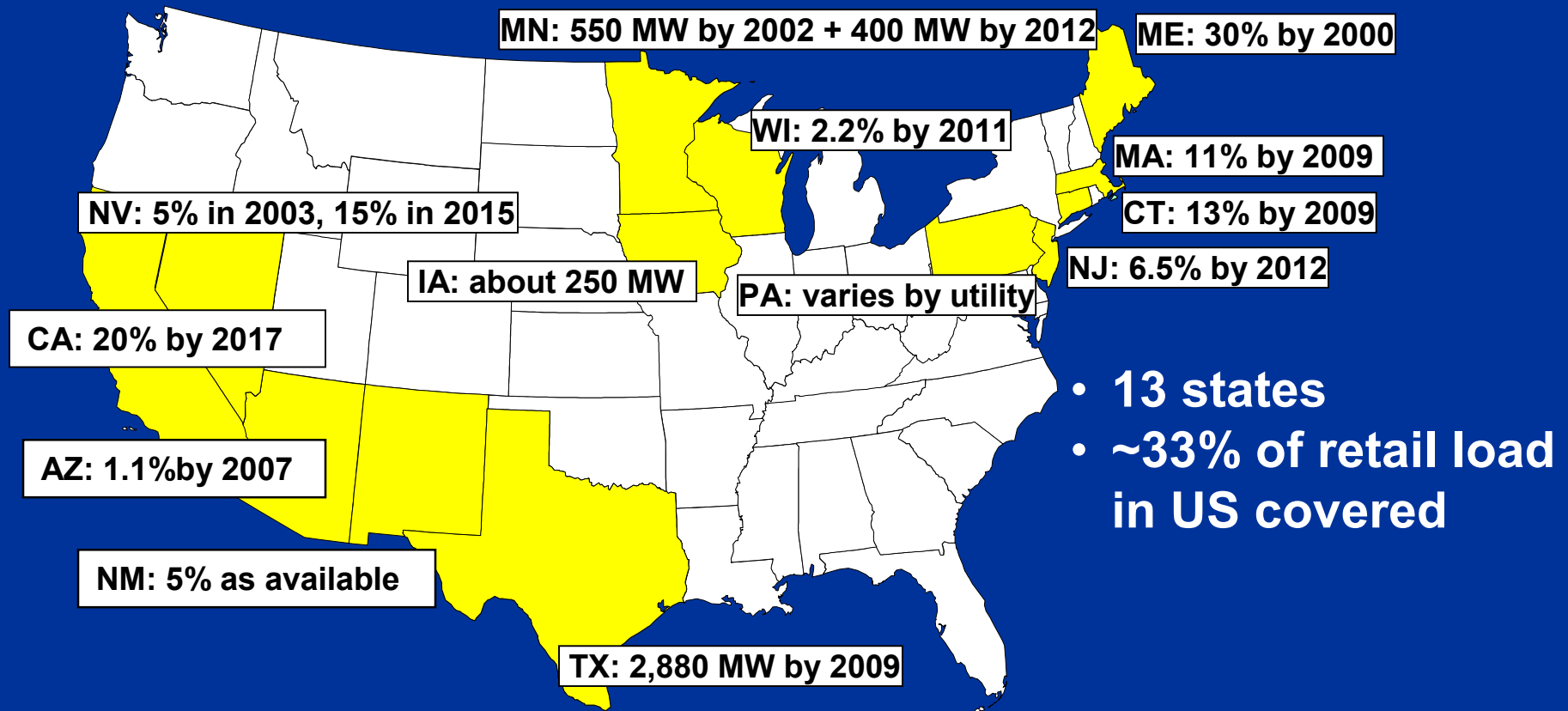


Source: National Renewable Energy Laboratory, September 2002

# **Green Power Market Highlights - 2002**

- **In the Mid-Atlantic: Green power purchases by universities and other large non-residential customers are supporting the development of new wind power capacity.**
- **In the Pacific Northwest: ~ 350 MW of new renewable energy capacity is being supported, in part, through customer-paid green power premiums.**
- **In Texas: ~6% of customers switching from standard offer service have selected a green power supplier.**
- **Green power marketing is being used to support the development of smaller-scale renewable energy systems.**
- **A growing number of companies and organizations are selling renewable energy certificates in wholesale or retail markets.**
  - **CRS has established certification criteria for renewable energy certificates.**

# States with RPS Obligations





# States with Renewable Energy Funds

Cumulative 1998-2012 (million \$)

